

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	12310	marketing and (push or pull)	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L2	5637	targeted with (marketing or advertising)	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L3	8480	consumer with (behavior or demographic or response or psychographic)	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L4	1225	L2 and L3	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L5	554	L4 and fee	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L6	448	L5 and payment	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L7	162	L1 and L6	US-PGPUB; USPAT	OR	ON	2008/01/29 08:41
L8	25	(marketing or advertising) same (push adj (strategy or campaign or system or method))	US-PGPUB; USPAT	OR	ON	2008/01/29 09:00
L9	15	(marketing or advertising) with (push adj (strategy or campaign or system or method))	US-PGPUB; USPAT	OR	ON	2008/01/29 09:01
L10	10	(marketing or advertising) with (pull adj (strategy or campaign or system or method))	US-PGPUB; USPAT	OR	ON	2008/01/29 09:15
L11	8	9 and 10	US-PGPUB; USPAT	OR	ON	2008/01/29 09:15

L13	1111	(push adj (strategy or campaign or system or method))	US-PGPUB; USPAT	OR	ON	2008/01/29 09:39
L14	485054	((manufacture or wholesaler or retailer) and product)	US-PGPUB; USPAT	OR	ON	2008/01/29 09:39
L15	84162	((manufacture or wholesaler or retailer) with product)	US-PGPUB; USPAT	OR	ON	2008/01/29 09:39
L16	36	13 and 15	US-PGPUB; USPAT	OR	ON	2008/01/29 09:39
L17	24	16 and (marketing or advertising)	US-PGPUB; USPAT	OR	ON	2008/01/29 09:42

1/29/2008 4:35:51 PM

C:\Documents and Settings\barker1\My Documents\EAST\Workspaces\Targeted Marketing from Consumer Behavior.wsp